

1. Record Nr.	UNINA9910973526403321
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Titolo	In too deep : BP and the drilling race that took it down // Stanley Reed, Alison Fitzgerald
Pubbl/distr/stampa	Hoboken, N.J., : Bloomberg Press, 2011
ISBN	9781283917827 1283917823 9781118023211 1118023218 9781118023198 1118023196
Descrizione fisica	1 online resource (250 p.)
Collana	Bloomberg News
Classificazione	BUS027000
Altri autori (Persone)	FitzgeraldAlison
Disciplina	363.738/20916364
Soggetti	BP Deepwater Horizon Explosion and Oil Spill, 2010 Oil wells - Mexico, Gulf of - Blowouts
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	In Too Deep: BP And The Drilling Race That Took It Down; Contents; Cast of Characters; Authors' Note; Prologue; Chapter 1: Night of Horror, Day of Triumph; Chapter 2: The Oil Lord; Chapter 3: Agents of Empire; Chapter 4: The Big Kahuna of the Gulf; Chapter 5: Money, Politics, and Bad Timing; Chapter 6: Lord Browne's Long Goodbye; Chapter 7: Riding the Throughput Curve; Chapter 8: Tony Hayward Comes Up Short; Chapter 9: Disaster on the Horizon; Chapter 10: BP Struggles to Survive; Epilogue; Acknowledgments; Notes; About the Authors; Index
Sommario/riassunto	"The truth behind the greatest environmental disaster in U.S. history. In 2005, fifteen workers were killed when BP's Texas City Refinery exploded. In 2006, corroded pipes owned by BP led to an oil spill in Alaska. Now, in 2010, eleven BP workers were killed in the Gulf of Mexico's Macondo blowout. What's next? In In Too Deep: BP and the Drilling Race that Took It Down, Stanley Reed--a journalist who has covered BP for over a decade--and investigative reporter Alison Fitzgerald answer not only the question of what's next but also examine why these disasters always happen to BP and not to the other

large oil companies. The book shows that practices put in place by former BP CEO John Browne who was forced to resign after salacious details of his private life emerged in 2007 may have more to do with the disaster than anything, details a BP built on risk-taking and cost-cutting, and examines the past, present, and future of BP. In August 2010, BP successfully "killed" the company's damaged deepwater well. But, the environmental fallout and public relations campaign to rebuild the brand are just beginning. In Too Deep details why BP suffered this disaster, why now, and what's next for the oil giant."--
